

Message Text

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PAGE 01 STATE 298331

61

ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/SAD/RGOOTENBURG/POM
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COM/SAD/JEMURRIN
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EA/EP:MHENDERSON (INFO)
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----- 090477

P R 182239Z DEC 75
FM SECSTATE WASHDC
TO AMCONSUL MELBOURNE PRIORITY
INFO AMEMBASSY CANBERRA
AMCONSUL SYDNEY

UNCLAS STATE 298331

E.O. 11652 NA

TAGS: BEXP, AS

SUBJECT: IN-STORE PROMOTION GEORGES LTD.

REF: MELBOURNE 2001, STATE 194547

1. TOO EARLY TO MAKE COMMITMENT RE FY 77 BUDGET ESTIMATES. PRESIDENT'S BUDGET TO BE SUBMITTED TO CONGRESS BY END OF JANUARY. EARLIEST CONGRESSIONAL ACTION NOT EXPECTED BEFORE SPRING.

2. DECISION AS TO POSSIBLE COMMERCE FINANCIAL SUPPORT WILL BE PROVIDED WHEN FY 77 BUDGET AVAILABLE. IF AFFIRMATIVE DECISION IS TO BE MADE AGAINST WORLD-WIDE COMPETING NEEDS, WILL REQUIRE DETAILED PROMOTION PLAN BE SUBMITTED BY STORE, WITH RECOMMENDATIONS BY CONGEN MELBOURNE. PLEASE SUBMIT

DATA ON PROPOSED GEORGES LTD. IN-STORE PROMOTION, TO IN
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PAGE 02 STATE 298331

CLUDE, AS MINIMUM, PLANNED DATE AND DURATION; PROJECTED

VOLUME INCREMENTAL PURCHASES; PRODUCT CATEGORIES TO BE
FEATURED; PROPOSED USE OF BUYING TEAMS, OFFICE IN
U.S., SUPPORT SERVICES REQUESTED OF COMMERCE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Current Classification: UNCLASSIFIED
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: SAD/RGootenburg/POM
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Margaret P. Grafeld
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